

6/7 A4 Final Presentation

Team 30: POGGERS

Julian Yan (jwyan@ucsd.edu), Kaela Bautista (klbautis@ucsd.edu),
Christian Malki (cmalki@ucsd.edu), Qianying Huang (q3huang@ucsd.edu)

Key Challenge

When studying our target users, which were males from 18 to 21 years of age, we observed that 59% of gamers in 2020 were male players. We also found that video game sales had increased 63% during the pandemic. With this in mind, we designed the app POG in order to satisfy the growing population of male gamers as a result of the pandemic.

Target Persona (John)



Hard Facts

- 20 year old Cognitive Science Major at UCSD

Interests and Values

- Loves to watch basketball
- Plays PC video games

Typical Day

- Goes to campus at 9:30AM for class
- Returns home around 7PM

Future Goals

- Currently working towards a UI/UX internship for the upcoming summer

Needs:

- People to play games with

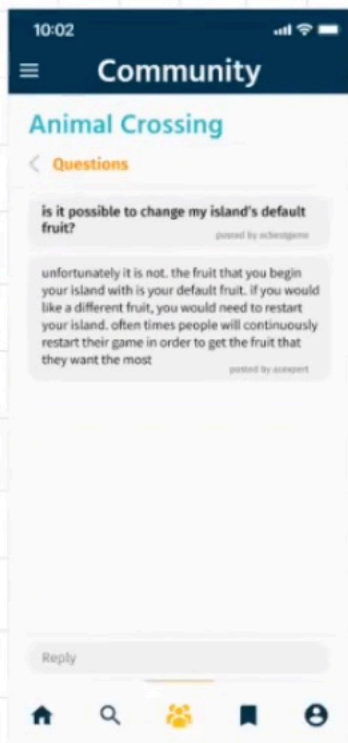
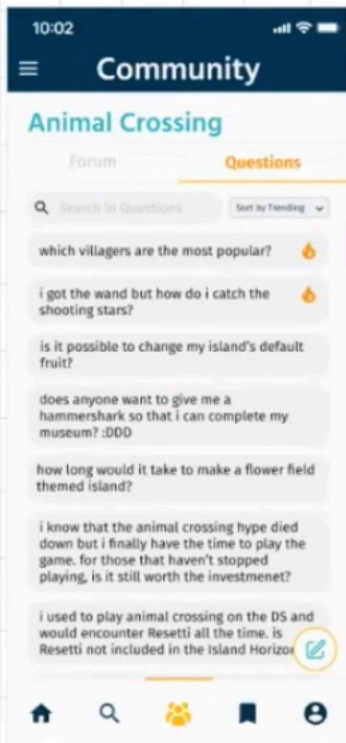
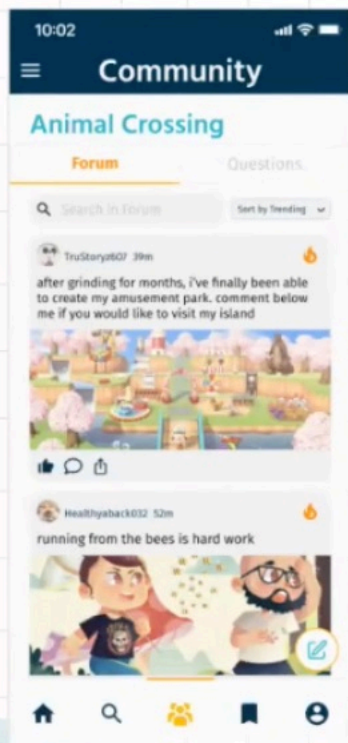
Obstacles:

- Friends are busy sometimes

Mission Statement

To foster an intersectional community of gamers by providing access to technical support, up-to-date information, and a platform to meet and interact with people around the world.

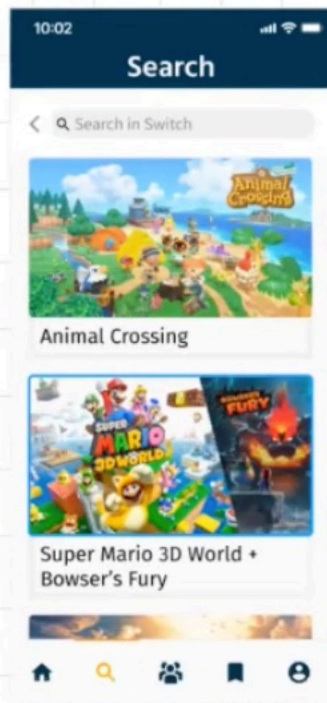
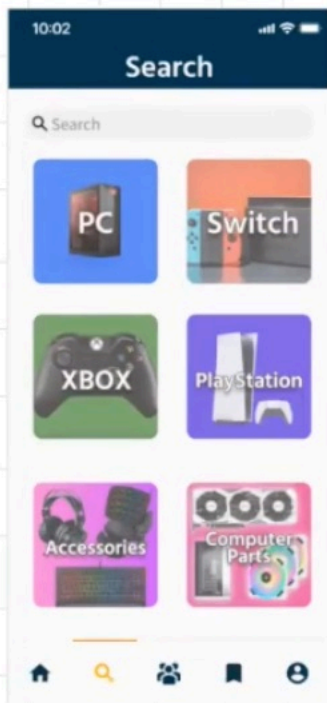
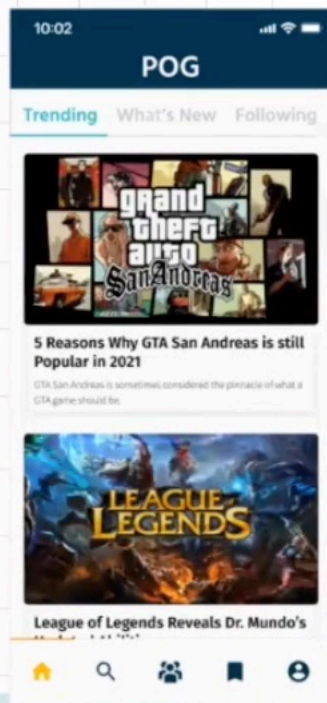
Core Features



Community Page

- Forum
- Questions

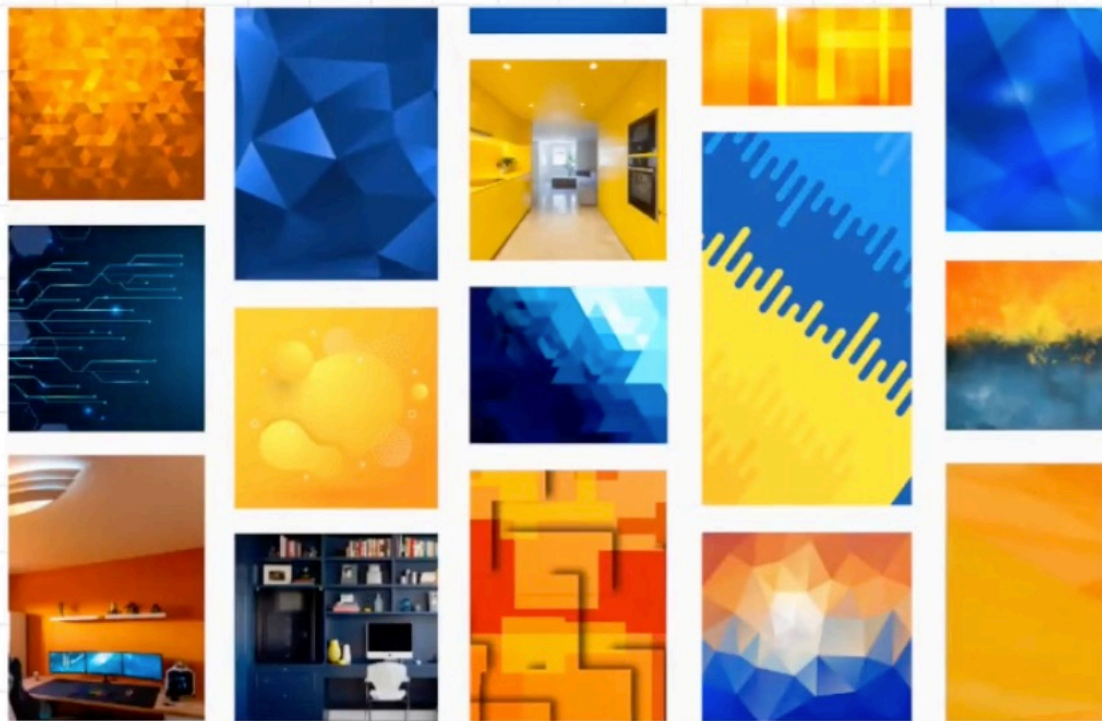
Core Features



Centralized platform for gaming

- Trending
- What's New
- Following
- Complex search function

Moodboard



Style Guide

Typography

Hind Guntur for Headlines

Fira Sans Condensed for subheadings

Source Sans Pro for Text

Logo



Tabs



highlighted current page

Color Palette



Prussian Blue
#023047



Honey Yellow
#FFB703



Orange
#FB8500



Java
#23BAC1



Silver
#C4C4C4

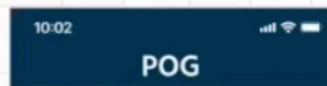


Gallery
#EFEFEF



Alabaster
#FAFAFA

Feed



Trending What's New Following

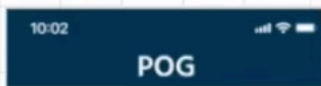


5 Reasons Why GTA San Andreas is still Popular in 2021

GTA San Andreas is sometimes considered the pinnacle of what a GTA game should be.



League of Legends Reveals Dr. Mundo's



Trending **What's New** Following

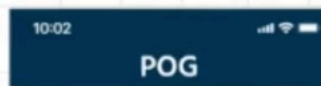


Resident Evil Village: How to Get the Riverbank Treasure

There are several different treasures that players can acquire throughout Resident Evil Village.



Subnautica: Below Zero - How to build



Trending What's New **Following**



8 Hidden Plotlines Everyone Missed in Genshin Impact

The world of Teyvat is large, so it contains many mysteries. For starters, where is the final quest?



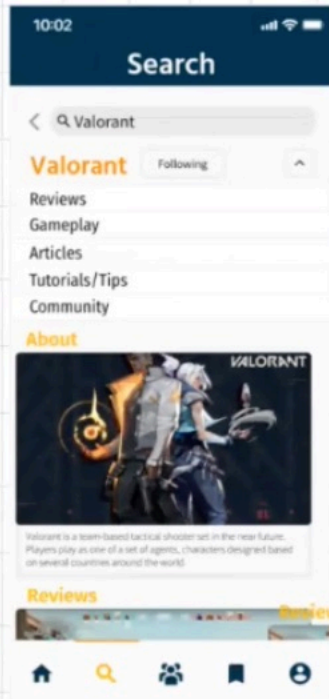
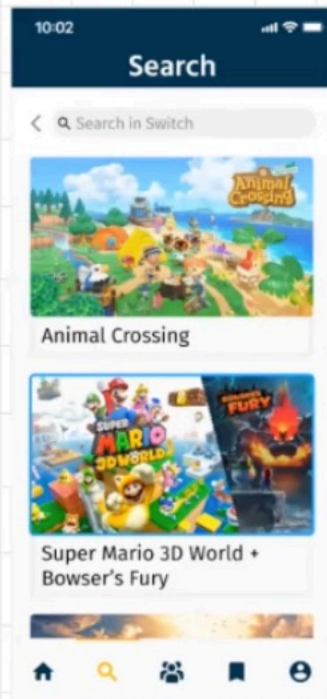
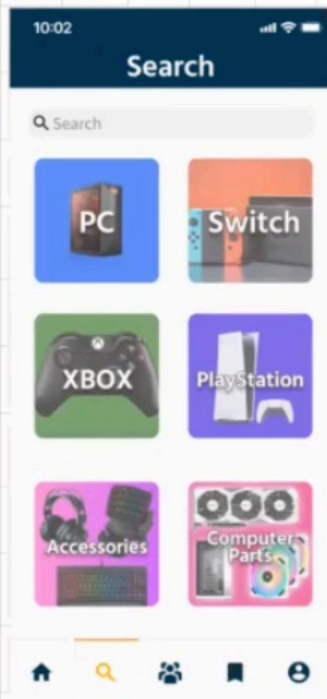
Valorant Is Getting A New Map Called



Home Page

- Trending
- What's New
- Following

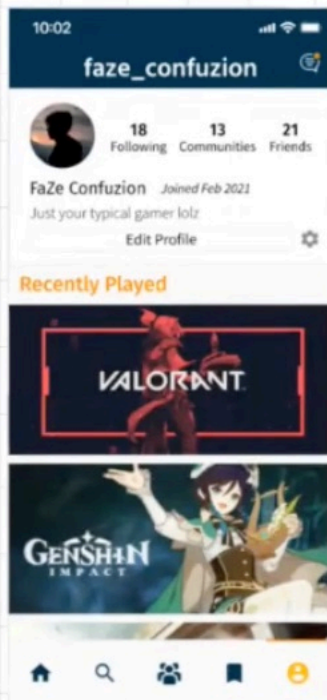
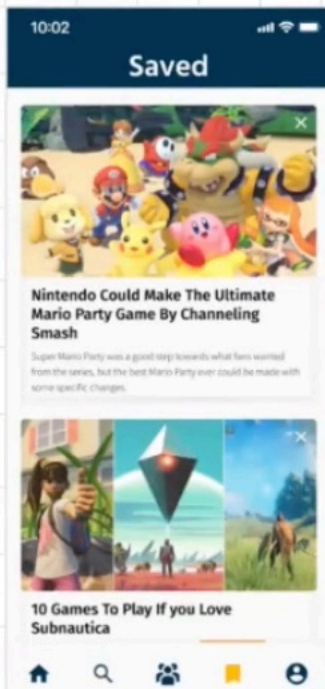
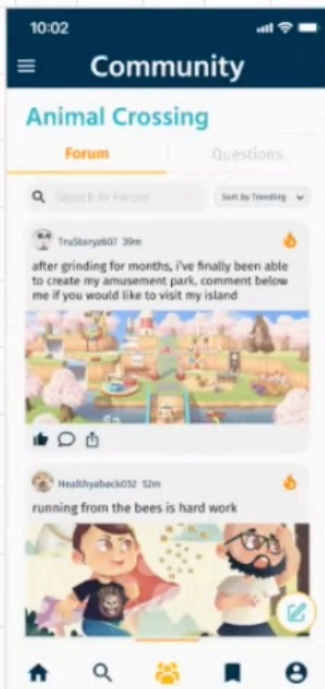
Feed



Search Page

- Categories
- Information
 - Reviews
 - Gameplay
 - Articles
 - Tutorials/Tips
 - Community

Feed

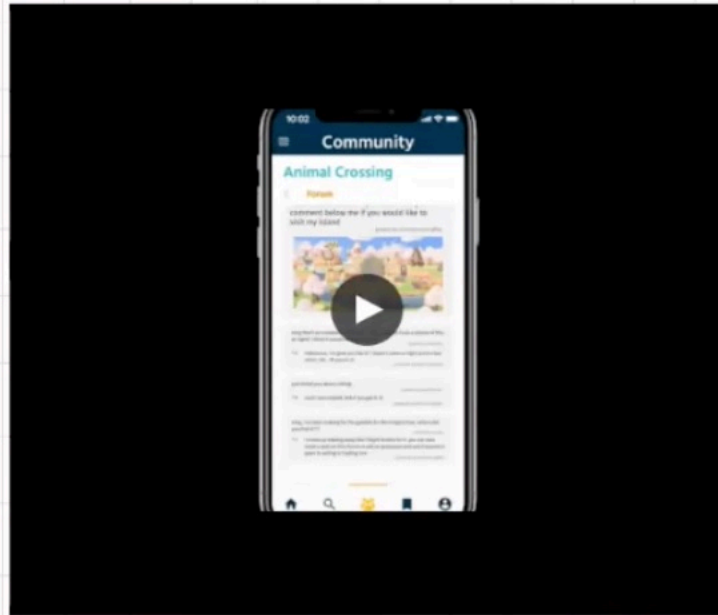


- Community
- Saved
- Profile

Final High-Fidelity Prototype

<https://www.figma.com/proto/YW5ENETSrKn676JiZQ1hXy/POG-Wireframes?page-id=130%3A0&node-id=208%3A96&viewport=1537%2C-1931%2C0.40838655829429626&scaling=scale-down>

User Interview

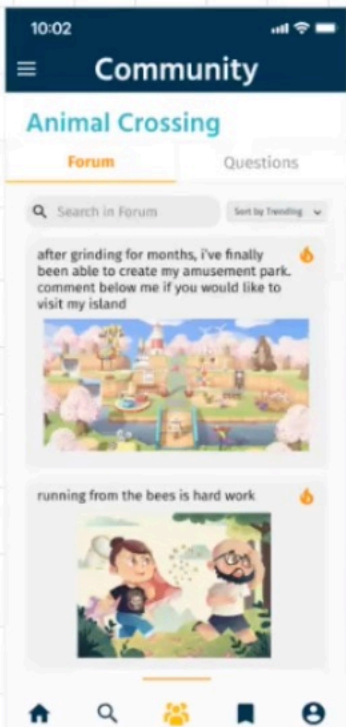


Alvin, 21 years old

"When I just look at it (community page)...It looks a little bit like a chat..I guess in terms of the UI."

User Testing Results

BEFORE

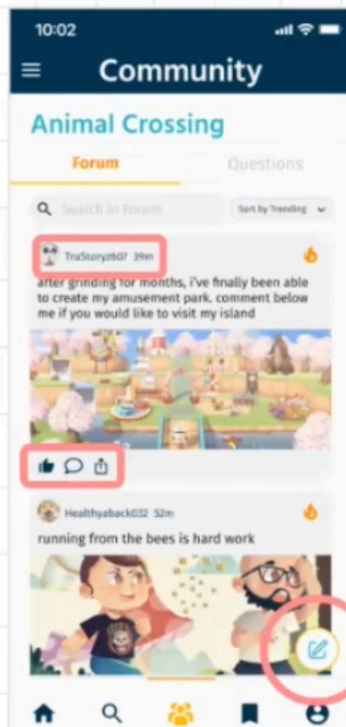


Angel Ventura
11:42 PM Jun 3

Your prototype is super cool. I'm a gamer myself and can definitely see myself using this. The overall design is clean and all the functions seemed pretty straight forward. I personally like the community tab the most since it offers an engaging way to interact with other gamers and show off different things. I'm curious if there will be button for a user to make there own post since I couldn't find one. The questions tab is also cool and I can see that helping a lot of newbs, lol. One suggestion I have to make the UI functionality more clean/seamless is in the home screen to have the tabs switch directly from one to another instead of having to go "what's new" first and then to "following" if I'm on the trending tab and click on following. That felt a little clunky so not sure if that was intentional, but overall, great hi-fi prototype!

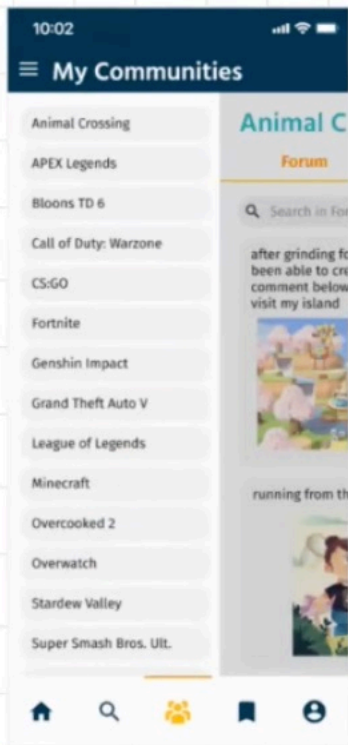
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AFTER



User Testing Results

BEFORE



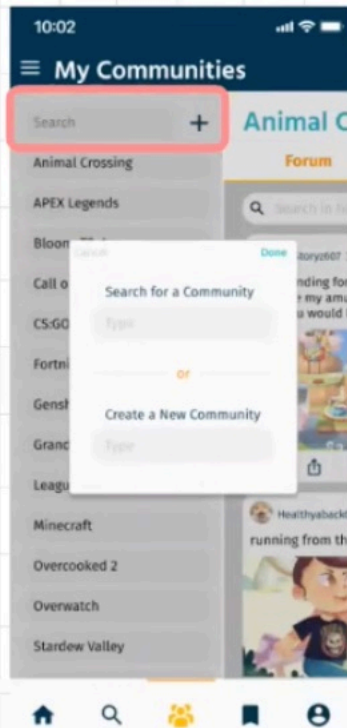
Nara Chai
10:00 PM Jun 3



Your hi-fi prototype reminds me a lot of GameFAQs, if it had decided to go with a more modern style as time went on and got ported to mobile devices. I particularly liked the community section and how each game had its own community, with both a content feed and a Q&A section. I think that makes it really easy for gamers to go exactly where they want to on each visit. Something cool to consider might be letting users make their OWN game pages, if the site doesn't provide one like for an obscure title. A screen that shows the creation process would be really neat and contribute to your mission statement of letting gamers come together for a common game interest regardless of what it is.

[Show less](#)

AFTER



Conclusion

The Team

- Julian Yan (jwyan@ucsd.edu)
- Kaela Bautista (klbautis@ucsd.edu)
- Christian Malki (cmalki@ucsd.edu)
- Qianying Huang (q3huang@ucsd.edu)

Thank you our interviewees: Philip Emmanuele, Sithu Kaung Set, Michael Angeles, Alvin Hsu, Angela Liang

Thank you to our IA Hayley Thomas and the rest of the teaching staff for DSGN 100